



## 2010 Census Profile

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

	2000	2010	2000-2010 Annual Rate
Population	1,612	2,909	6.08%
Households	819	1,295	4.69%
Housing Units	883	1,347	4.31%
<b>Population by Race</b>			
Total		2,908	100.0%
Population Reporting One Race		2,843	97.8%
White		2,578	88.7%
Black		103	3.5%
American Indian		6	0.2%
Asian		137	4.7%
Pacific Islander		2	0.1%
Some Other Race		17	0.6%
Population Reporting Two or More Races		65	2.2%
Total Hispanic Population		87	3.0%
<b>Population by Sex</b>			
Male		1,665	57.2%
Female		1,244	42.8%
<b>Population by Age</b>			
Total		2,907	100.0%
Age 0 - 4		41	1.4%
Age 5 - 9		24	0.8%
Age 10 - 14		19	0.7%
Age 15 - 19		202	6.9%
Age 20 - 24		1,729	59.5%
Age 25 - 29		339	11.7%
Age 30 - 34		158	5.4%
Age 35 - 39		91	3.1%
Age 40 - 44		63	2.2%
Age 45 - 49		63	2.2%
Age 50 - 54		48	1.7%
Age 55 - 59		46	1.6%
Age 60 - 64		33	1.1%
Age 65 - 69		22	0.8%
Age 70 - 74		9	0.3%
Age 75 - 79		4	0.1%
Age 80 - 84		9	0.3%
Age 85+		10	0.3%
Age 18+		2,815	96.8%
Age 65+		54	1.9%
<b>Median Age by Sex and Race/Hispanic Origin</b>			
Total Population		23.4	
Male		23.5	
Female		23.2	
White Alone		23.3	
Black Alone		26.7	
American Indian Alone		42.5	
Asian Alone		23.8	
Pacific Islander Alone		22.5	
Some Other Race Alone		23.4	
Two or More Races		22.2	
Hispanic Population		23.5	

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

## Households by Type

Total	1,296	100.0%
Households with 1 Person	566	43.7%
Households with 2+ People	730	56.3%
Family Households	131	10.1%
Husband-wife Families	72	5.6%
With Own Children	12	0.9%
Other Family (No Spouse Present)	59	4.6%
With Own Children	24	1.9%
Nonfamily Households	599	46.2%
All Households with Children	40	3.1%
Multigenerational Households	5	0.4%
Unmarried Partner Households	68	5.2%
Male-female	63	4.9%
Same-sex	5	0.4%
Average Household Size	2.03	

## Family Households by Size

Total	131	100.0%
2 People	74	56.5%
3 People	34	26.0%
4 People	15	11.5%
5 People	4	3.1%
6 People	1	0.8%
7+ People	3	2.3%
Average Family Size	2.44	

## Nonfamily Households by Size

Total	1,164	100.0%
1 Person	566	48.6%
2 People	324	27.8%
3 People	120	10.3%
4 People	108	9.3%
5 People	36	3.1%
6 People	4	0.3%
7+ People	6	0.5%
Average Nonfamily Size	1.96	

## Population by Relationship and Household Type

Total	2,909	100.0%
In Households	2,634	90.5%
In Family Households	347	11.9%
Householder	127	4.4%
Spouse	70	2.4%
Child	86	3.0%
Other relative	38	1.3%
Nonrelative	27	0.9%
In Nonfamily Households	2,287	78.6%
In Group Quarters	275	9.5%
Institutionalized Population	196	6.7%
Noninstitutionalized Population	79	2.7%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



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### Family Households by Age of Householder

Total	131	100.0%
Householder Age 15 - 44	87	66.4%
Householder Age 45 - 54	14	10.7%
Householder Age 55 - 64	15	11.5%
Householder Age 65 - 74	8	6.1%
Householder Age 75+	7	5.3%

### Nonfamily Households by Age of Householder

Total	1,165	100.0%
Householder Age 15 - 44	1,059	90.9%
Householder Age 45 - 54	42	3.6%
Householder Age 55 - 64	39	3.3%
Householder Age 65 - 74	15	1.3%
Householder Age 75+	10	0.9%

### Households by Race of Householder

Total	1,294	100.0%
Householder is White Alone	1,158	89.5%
Householder is Black Alone	26	2.0%
Householder is American Indian Alone	2	0.2%
Householder is Asian Alone	70	5.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	9	0.7%
Householder is Two or More Races	29	2.2%
Households with Hispanic Householder	43	3.3%

### Husband-wife Families by Race of Householder

Total	72	100.0%
Householder is White Alone	60	83.3%
Householder is Black Alone	2	2.8%
Householder is American Indian Alone	2	2.8%
Householder is Asian Alone	6	8.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	1.4%
Householder is Two or More Races	1	1.4%
Husband-wife Families with Hispanic Householder	4	5.6%

### Other Families (No Spouse) by Race of Householder

Total	58	100.0%
Householder is White Alone	48	82.8%
Householder is Black Alone	5	8.6%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	1	1.7%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	4	6.9%
Other Families with Hispanic Householder	3	5.1%

### Nonfamily Households by Race of Householder

Total	1,164	100.0%
Householder is White Alone	1,049	90.1%
Householder is Black Alone	20	1.7%
Householder is American Indian Alone	1	0.1%
Householder is Asian Alone	63	5.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	8	0.7%
Householder is Two or More Races	23	2.0%
Nonfamily Households with Hispanic Householder	36	3.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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### Total Housing Units by Occupancy

Total	1,341	100.0%
Occupied Housing Units	1,295	96.6%
Vacant Housing Units		
For Rent	21	1.6%
Rented, not Occupied	1	0.1%
For Sale Only	3	0.2%
Sold, not Occupied	2	0.1%
For Seasonal/Recreational/Occasional Use	8	0.6%
For Migrant Workers	0	0.0%
Other Vacant	11	0.8%
Total Vacancy Rate	3.9%	

### Households by Tenure and Mortgage Status

Total	1,295	100.0%
Owner Occupied	103	8.0%
Owned with a Mortgage/Loan	74	5.7%
Owned Free and Clear	29	2.2%
Average Household Size	1.77	
Renter Occupied	1,192	92.0%
Average Household Size	2.06	

### Owner-occupied Housing Units by Race of Householder

Total	104	100.0%
Householder is White Alone	92	88.5%
Householder is Black Alone	5	4.8%
Householder is American Indian Alone	1	1.0%
Householder is Asian Alone	2	1.9%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	1.0%
Householder is Two or More Races	3	2.9%
Owner-occupied Housing Units with Hispanic Householder	2	1.9%

### Renter-occupied Housing Units by Race of Householder

Total	1,193	100.0%
Householder is White Alone	1,066	89.4%
Householder is Black Alone	21	1.8%
Householder is American Indian Alone	2	0.2%
Householder is Asian Alone	69	5.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	9	0.8%
Householder is Two or More Races	26	2.2%
Renter-occupied Housing Units with Hispanic Householder	41	3.4%

### Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.07
Householder is Black Alone	1.77
Householder is American Indian Alone	2.50
Householder is Asian Alone	1.66
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	2.33
Householder is Two or More Races	1.86
Householder is Hispanic	2.23

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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	2008-2012 ACS Estimate	Percent	MOE(±)	Reliability
<b>TOTALS</b>				
Total Population	2,473		248	■■■
Total Households	1,124		70	■■■
Total Housing Units	1,323		75	■■■
<b>OWNER-OCCUPIED HOUSING UNITS BY VALUE</b>				
Total	110	100.0%	61	■■
Less than \$10,000	0	0.0%	0	
\$10,000 to \$14,999	0	0.0%	0	
\$15,000 to \$19,999	0	0.0%	0	
\$20,000 to \$24,999	0	0.0%	0	
\$25,000 to \$29,999	0	0.0%	0	
\$30,000 to \$34,999	0	0.0%	0	
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	0	0.0%	0	
\$60,000 to \$69,999	0	0.0%	0	
\$70,000 to \$79,999	6	5.5%	21	■
\$80,000 to \$89,999	17	15.5%	46	■
\$90,000 to \$99,999	12	10.9%	36	■
\$100,000 to \$124,999	13	11.8%	24	■
\$125,000 to \$149,999	3	2.7%	17	■
\$150,000 to \$174,999	19	17.3%	37	■
\$175,000 to \$199,999	6	5.5%	19	■
\$200,000 to \$249,999	5	4.5%	18	■
\$250,000 to \$299,999	7	6.4%	15	■
\$300,000 to \$399,999	18	16.4%	18	■
\$400,000 to \$499,999	3	2.7%	17	■
\$500,000 to \$749,999	0	0.0%	0	
\$750,000 to \$999,999	0	0.0%	0	
\$1,000,000 or more	0	0.0%	0	
Median Home Value	\$154,605		N/A	
Average Home Value	N/A		N/A	
<b>OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS</b>				
Total	110	100.0%	61	■■
Housing units with a mortgage/contract to purchase/similar debt	82	74.5%	54	■
Second mortgage only	0	0.0%	0	
Home equity loan only	8	7.3%	15	■
Both second mortgage and home equity loan	0	0.0%	0	
No second mortgage and no home equity loan	74	67.3%	54	■
Housing units without a mortgage	28	25.5%	44	■
<b>AVERAGE VALUE BY MORTGAGE STATUS</b>				
Housing units with a mortgage	N/A		N/A	
Housing units without a mortgage	N/A		N/A	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: ■■■ high ■■ medium ■ low

December 06, 2014



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	2008-2012 ACS Estimate	Percent	MOE(±)	Reliability
<b>RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT</b>				
Total	1,015	100.0%	75	High
With cash rent	1,000	98.5%	75	High
Less than \$100	4	0.4%	15	Low
\$100 to \$149	0	0.0%	0	
\$150 to \$199	2	0.2%	13	Low
\$200 to \$249	0	0.0%	0	
\$250 to \$299	11	1.1%	50	Low
\$300 to \$349	36	3.5%	50	Low
\$350 to \$399	16	1.6%	12	Low
\$400 to \$449	74	7.3%	31	Medium
\$450 to \$499	60	5.9%	35	Medium
\$500 to \$549	120	11.8%	102	Low
\$550 to \$599	89	8.8%	42	Medium
\$600 to \$649	34	3.3%	38	Low
\$650 to \$699	50	4.9%	34	Low
\$700 to \$749	3	0.3%	18	Low
\$750 to \$799	8	0.8%	24	Low
\$800 to \$899	46	4.5%	33	Low
\$900 to \$999	46	4.5%	19	Medium
\$1,000 to \$1,249	115	11.3%	41	Medium
\$1,250 to \$1,499	57	5.6%	31	Medium
\$1,500 to \$1,999	141	13.9%	96	Low
\$2,000 or more	87	8.6%	48	Medium
No cash rent	15	1.5%	15	Low
Median Contract Rent	\$753		N/A	
Average Contract Rent	\$1,005		\$156	High
<b>RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT</b>				
Total	1,015	100.0%	75	High
Pay extra for one or more utilities	847	83.4%	69	High
No extra payment for any utilities	167	16.5%	44	Medium
<b>HOUSING UNITS BY UNITS IN STRUCTURE</b>				
Total	1,323	100.0%	75	
1, detached	256	19.3%	55	Medium
1, attached	54	4.1%	35	Medium
2	46	3.5%	51	Low
3 or 4	63	4.8%	52	Low
5 to 9	162	12.2%	58	Medium
10 to 19	239	18.1%	51	Medium
20 to 49	196	14.8%	52	Medium
50 or more	302	22.8%	95	Medium
Mobile home	5	0.4%	26	Low
Boat, RV, van, etc.	0	0.0%	0	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: High Medium Low

December 06, 2014



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	2008-2012 ACS Estimate	Percent	MOE(±)	Reliability
<b>HOUSING UNITS BY YEAR STRUCTURE BUILT</b>				
Total	1,323	100.0%	75	
Built 2010 or later	3	0.2%	19	
Built 2000 to 2009	425	32.1%	98	■
Built 1990 to 1999	204	15.4%	59	■
Built 1980 to 1989	72	5.4%	44	■
Built 1970 to 1979	151	11.4%	53	■
Built 1960 to 1969	86	6.5%	55	■
Built 1950 to 1959	35	2.6%	33	■
Built 1940 to 1949	32	2.4%	39	■
Built 1939 or earlier	313	23.7%	64	■
Median Year Structure Built	1986		N/A	
<b>OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT</b>				
Total	1,124	100.0%	70	
Owner occupied				
Moved in 2010 or later	8	0.7%	15	
Moved in 2000 to 2009	45	4.0%	59	■
Moved in 1990 to 1999	19	1.7%	30	■
Moved in 1980 to 1989	23	2.0%	19	■
Moved in 1970 to 1979	4	0.4%	24	■
Moved in 1969 or earlier	10	0.9%	25	■
Renter occupied				
Moved in 2010 or later	486	43.2%	77	
Moved in 2000 to 2009	518	46.1%	63	■
Moved in 1990 to 1999	3	0.3%	12	■
Moved in 1980 to 1989	7	0.6%	15	■
Moved in 1970 to 1979	0	0.0%	0	
Moved in 1969 or earlier	0	0.0%	0	
Median Year Householder Moved Into Unit	2009		N/A	
<b>OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL</b>				
Total	1,124	100.0%	70	
Utility gas	385	34.3%	54	■
Bottled, tank, or LP gas	13	1.2%	13	■
Electricity	714	63.5%	75	■
Fuel oil, kerosene, etc.	0	0.0%	0	
Coal or coke	0	0.0%	0	
Wood	8	0.7%	31	■
Solar energy	4	0.4%	15	■
Other fuel	0	0.0%	0	
No fuel used	0	0.0%	0	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: ■ high ■ medium ■ low

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	2008-2012 ACS Estimate	Percent	MOE(±)	Reliability
<b>OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE</b>				
Total	1,124	100.0%	70	High
Owner occupied				
No vehicle available	10	0.9%	25	Low
1 vehicle available	37	3.3%	48	Low
2 vehicles available	54	4.8%	48	Low
3 vehicles available	9	0.8%	15	Low
4 vehicles available	0	0.0%	0	
5 or more vehicles available	0	0.0%	0	
Renter occupied				
No vehicle available	229	20.4%	45	High
1 vehicle available	471	41.9%	61	High
2 vehicles available	239	21.3%	52	Medium
3 vehicles available	43	3.8%	49	Low
4 vehicles available	21	1.9%	77	Low
5 or more vehicles available	12	1.1%	18	Low
Average Number of Vehicles Available	1.2		0.2	Medium

**Data Note:** N/A means not available.

**2008-2012 ACS Estimate:** The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2008-2012 ACS estimates, five-year period data collected monthly from January 1, 2008 through December 31, 2012. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

**Margin of error (MOE):** The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

**Reliability:** These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

**Source:** U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: High Medium Low

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
<b>TOTALS</b>				
Total Population	2,473		248	
Total Households	1,124		70	
Total Housing Units	1,323		75	
<b>POPULATION AGE 15+ YEARS BY MARITAL STATUS</b>				
Total	2,427	100.0%	242	
Never married	1,920	79.1%	276	
Married	302	12.4%	56	
Widowed	30	1.2%	22	
Divorced	175	7.2%	51	
<b>POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT</b>				
Total	2,434	100.0%	242	
Enrolled in school	1,597	65.6%	295	
Enrolled in nursery school, preschool	1	0.0%	34	
Public school	0	0.0%	0	
Private school	1	0.0%	25	
Enrolled in kindergarten	0	0.0%	0	
Public school	0	0.0%	0	
Private school	0	0.0%	0	
Enrolled in grade 1 to grade 4	1	0.0%	15	
Public school	0	0.0%	0	
Private school	0	0.0%	0	
Enrolled in grade 5 to grade 8	3	0.1%	15	
Public school	3	0.1%	15	
Private school	0	0.0%	0	
Enrolled in grade 9 to grade 12	16	0.7%	14	
Public school	10	0.4%	12	
Private school	6	0.2%	11	
Enrolled in college undergraduate years	1,269	52.1%	308	
Public school	1,254	51.5%	309	
Private school	15	0.6%	32	
Enrolled in graduate or professional school	308	12.7%	61	
Public school	303	12.4%	62	
Private school	5	0.2%	9	
Not enrolled in school	837	34.4%	105	
<b>POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT</b>				
Total	924	100.0%	81	
No schooling completed	0	0.0%	0	
Nursery School	0	0.0%	0	
Kindergarten	0	0.0%	0	
1-4th Grade	0	0.0%	0	
5-8th Grade	9	1.0%	24	
Some High School	76	8.2%	30	
High School Diploma	124	13.4%	51	
GED	44	4.8%	30	
Some College	165	17.9%	37	
Associate's degree	43	4.7%	61	
Bachelor's degree	235	25.4%	45	
Master's degree	125	13.5%	84	
Professional school degree	64	6.9%	48	
Doctorate degree	40	4.3%	12	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: high medium low

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
<b>POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH</b>				
Total	2,431	100.0%	242	
5 to 17 years				
Speak only English	5	0.2%	45	
Speak Spanish	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	2,181	89.7%	239	
Speak Spanish	29	1.2%	16	
Speak English "very well" or "well"	29	1.2%	16	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	128	5.3%	51	
Speak English "very well" or "well"	128	5.3%	50	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	34	1.4%	32	
Speak English "very well" or "well"	30	1.2%	30	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	4	0.2%	17	
Speak other languages	23	0.9%	33	
Speak English "very well" or "well"	23	0.9%	33	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	29	1.2%	19	
Speak Spanish	2	0.1%	18	
Speak English "very well" or "well"	2	0.1%	18	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: high medium low

December 06, 2014



## ACS Population Summary

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
<b>WORKERS AGE 16+ YEARS BY PLACE OF WORK</b>				
Total	891	100.0%	156	High
Worked in state and in county of residence	812	91.1%	162	Medium
Worked in state and outside county of residence	68	7.6%	43	Medium
Worked outside state of residence	11	1.2%	13	Low
<b>WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK</b>				
Total	891	100.0%	156	High
Drove alone	422	47.4%	74	High
Carpooled	24	2.7%	49	Low
Public transportation (excluding taxicab)	23	2.6%	51	Low
Bus or trolley bus	23	2.6%	51	Low
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	0	0.0%	0	
Railroad	0	0.0%	0	
Ferryboat	0	0.0%	0	
Taxicab	0	0.0%	0	
Motorcycle	0	0.0%	0	
Bicycle	59	6.6%	33	Medium
Walked	308	34.6%	173	Medium
Other means	10	1.1%	19	Low
Worked at home	46	5.2%	33	Low
<b>WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK</b>				
Total	845	100.0%	153	High
Less than 5 minutes	43	5.1%	22	Medium
5 to 9 minutes	248	29.3%	149	Medium
10 to 14 minutes	221	26.2%	69	Medium
15 to 19 minutes	191	22.6%	49	Medium
20 to 24 minutes	34	4.0%	28	Low
25 to 29 minutes	41	4.9%	35	Low
30 to 34 minutes	19	2.2%	55	Low
35 to 39 minutes	0	0.0%	0	
40 to 44 minutes	0	0.0%	0	
45 to 59 minutes	0	0.0%	0	
60 to 89 minutes	7	0.8%	11	Low
90 or more minutes	41	4.9%	48	Low
Average Travel Time to Work (in minutes)	N/A		N/A	



## ACS Population Summary

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
<b>CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY OCCUPATION</b>				
Total	927	100.0%	159	High
Management	65	7.0%	32	Medium
Business and financial operations	22	2.4%	40	Low
Computer and mathematical	22	2.4%	34	Low
Architecture and engineering	2	0.2%	10	Low
Life, physical, and social science	3	0.3%	8	Low
Community and social services	7	0.8%	28	Low
Legal	17	1.8%	39	Low
Education, training, and library	200	21.6%	62	Medium
Arts, design, entertainment, sports, and media	46	5.0%	40	Low
Healthcare practitioner, technologists, and technicians	8	0.9%	21	Low
Healthcare support	7	0.8%	16	Low
Protective service	5	0.5%	29	Low
Food preparation and serving related	101	10.9%	54	Medium
Building and grounds cleaning and maintenance	22	2.4%	60	Low
Personal care and service	38	4.1%	88	Low
Sales and related	140	15.1%	47	Medium
Office and administrative support	133	14.3%	32	Medium
Farming, fishing, and forestry	4	0.4%	18	Low
Construction and extraction	22	2.4%	33	Low
Installation, maintenance, and repair	8	0.9%	36	Low
Production	36	3.9%	26	Low
Transportation and material moving	20	2.2%	14	Low
<b>CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY</b>				
Total	927	100.0%	159	High
Agriculture, forestry, fishing and hunting	4	0.4%	18	Low
Mining, quarrying, and oil and gas extraction	0	0.0%	0	Low
Construction	19	2.0%	15	Low
Manufacturing	33	3.6%	30	Low
Wholesale trade	0	0.0%	0	Low
Retail trade	92	9.9%	30	Medium
Transportation and warehousing	2	0.2%	10	Low
Utilities	16	1.7%	35	Low
Information	40	4.3%	33	Low
Finance and insurance	0	0.0%	0	Low
Real estate and rental and leasing	42	4.5%	51	Low
Professional, scientific, and technical services	39	4.2%	38	Low
Management of companies and enterprises	0	0.0%	0	Low
Administrative and support and waste management services	3	0.3%	12	Low
Educational services	336	36.2%	79	Medium
Health care and social assistance	55	5.9%	19	Medium
Arts, entertainment, and recreation	25	2.7%	57	Low
Accommodation and food services	122	13.2%	57	Medium
Other services, except public administration	79	8.5%	124	Low
Public administration	22	2.4%	16	Low

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: High Medium Low

December 06, 2014



# ACS Population Summary

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
<b>FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS</b>				
Total	900	100.0%	214	■■■
Own children under 6 years only	45	5.0%	68	■
In labor force	9	1.0%	10	■
Not in labor force	36	4.0%	71	■
Own children under 6 years and 6 to 17 years	1	0.1%	16	■
In labor force	0	0.0%	0	
Not in labor force	0	0.0%	0	
Own children 6 to 17 years only	1	0.1%	39	■
In labor force	1	0.1%	39	■
Not in labor force	0	0.0%	0	
No own children under 18 years	854	94.9%	222	■■■
In labor force	506	56.2%	91	■■■
Not in labor force	348	38.7%	267	■
<b>POPULATION BY RATIO OF INCOME TO POVERTY LEVEL</b>				
Total	2,251	100.0%	252	■■■
Under .50	1,114	49.5%	198	■■■
.50 to .99	516	22.9%	140	■■■
1.00 to 1.24	36	1.6%	30	■
1.25 to 1.49	39	1.7%	40	■
1.50 to 1.84	101	4.5%	34	■■■
1.85 to 1.99	49	2.2%	43	■
2.00 and over	396	17.6%	70	■■■
<b>CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS</b>				
Total	2,426	100.0%	242	■■■
Veteran	52	2.1%	41	■
Nonveteran	2,374	97.9%	246	■■■
Male	1,383	57.0%	193	■■■
Veteran	21	0.9%	21	■
Nonveteran	1,362	56.1%	195	■■■
Female	1,043	43.0%	200	■■■
Veteran	31	1.3%	58	■
Nonveteran	1,012	41.7%	203	■■■
<b>CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE</b>				
Total	52	100.0%	41	■
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	9	17.3%	37	■
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	0	0.0%	0	■■■
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	0	0.0%	0	
Gulf War (8/90 to 8/01), no Vietnam Era	4	7.7%	10	■
Gulf War (8/90 to 8/01) and Vietnam Era	0	0.0%	0	
Vietnam Era, no Korean War, no World War II	8	15.4%	17	■
Vietnam Era and Korean War, no World War II	0	0.0%	0	
Vietnam Era and Korean War and World War II	0	0.0%	0	
Korean War, no Vietnam Era, no World War II	0	0.0%	0	
Korean War and World War II, no Vietnam Era	0	0.0%	0	
World War II, no Korean War, no Vietnam Era	0	0.0%	0	
Between Gulf War and Vietnam Era only	30	57.7%	60	■
Between Vietnam Era and Korean War only	1	1.9%	17	■
Between Korean War and World War II only	0	0.0%	0	
Pre-World War II only	0	0.0%	0	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: ■■■ high ■■■ medium ■ low

December 06, 2014



## ACS Population Summary

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
<b>HOUSEHOLDS BY POVERTY STATUS</b>				
Total	1,124	100.0%	70	■■■
Income in the past 12 months below poverty level	748	66.5%	78	■■■
Married-couple family	44	3.9%	59	■
Other family - male householder (no wife present)	0	0.0%	0	
Other family - female householder (no husband present)	4	0.4%	29	■
Nonfamily household - male householder	413	36.7%	66	■■■
Nonfamily household - female householder	287	25.5%	55	■■■
Income in the past 12 months at or above poverty level	376	33.5%	44	■■■
Married-couple family	70	6.2%	26	■■
Other family - male householder (no wife present)	4	0.4%	19	■
Other family - female householder (no husband present)	45	4.0%	31	■
Nonfamily household - male householder	129	11.5%	40	■■
Nonfamily household - female householder	128	11.4%	32	■■
<b>HOUSEHOLDS BY INCOME</b>				
Total	1,124	100.0%	70	■■■
Less than \$10,000	534	47.5%	72	■■■
\$10,000 to \$14,999	142	12.6%	46	■■
\$15,000 to \$19,999	54	4.8%	33	■■
\$20,000 to \$24,999	102	9.1%	41	■■
\$25,000 to \$29,999	62	5.5%	38	■■
\$30,000 to \$34,999	21	1.9%	23	■
\$35,000 to \$39,999	43	3.8%	18	■■
\$40,000 to \$44,999	18	1.6%	26	■
\$45,000 to \$49,999	10	0.9%	36	■
\$50,000 to \$59,999	48	4.3%	32	■
\$60,000 to \$74,999	25	2.2%	17	■
\$75,000 to \$99,999	16	1.4%	29	■
\$100,000 to \$124,999	12	1.1%	23	■
\$125,000 to \$149,999	3	0.3%	21	■
\$150,000 to \$199,999	3	0.3%	12	■
\$200,000 or more	30	2.7%	43	■
Median Household Income	\$10,728		N/A	
Average Household Income	\$23,807		\$4,299	■■■
Per Capita Income	\$12,705		\$2,782	■■



# ACS Population Summary

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	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
<b>HOUSEHOLDS WITH HOUSEHOLDER AGE &lt;25 YEARS BY INCOME</b>				
Total	593	100.0%	68	
Less than \$10,000	351	59.2%	57	
\$10,000 to \$14,999	62	10.5%	30	
\$15,000 to \$19,999	15	2.5%	43	
\$20,000 to \$24,999	67	11.3%	35	
\$25,000 to \$29,999	41	6.9%	36	
\$30,000 to \$34,999	4	0.7%	15	
\$35,000 to \$39,999	16	2.7%	19	
\$40,000 to \$44,999	7	1.2%	14	
\$45,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	0	0.0%	0	
\$60,000 to \$74,999	0	0.0%	0	
\$75,000 to \$99,999	5	0.8%	28	
\$100,000 to \$124,999	0	0.0%	0	
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	25	4.2%	51	
Median Household Income for HHr <25	\$10,000		N/A	
Average Household Income for HHr <25	N/A		N/A	
<b>HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME</b>				
Total	344	100.0%	51	
Less than \$10,000	121	35.2%	41	
\$10,000 to \$14,999	69	20.1%	51	
\$15,000 to \$19,999	15	4.4%	18	
\$20,000 to \$24,999	32	9.3%	36	
\$25,000 to \$29,999	4	1.2%	20	
\$30,000 to \$34,999	9	2.6%	20	
\$35,000 to \$39,999	10	2.9%	14	
\$40,000 to \$44,999	11	3.2%	23	
\$45,000 to \$49,999	10	2.9%	36	
\$50,000 to \$59,999	35	10.2%	41	
\$60,000 to \$74,999	25	7.3%	17	
\$75,000 to \$99,999	1	0.3%	28	
\$100,000 to \$124,999	0	0.0%	0	
\$125,000 to \$149,999	3	0.9%	21	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	0	0.0%	0	
Median Household Income for HHr 25-44	\$13,333		N/A	
Average Household Income for HHr 25-44	N/A		N/A	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: high medium low

December 06, 2014



# ACS Population Summary

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
<b>HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME</b>				
Total	165	100.0%	40	
Less than \$10,000	58	35.2%	53	
\$10,000 to \$14,999	9	5.5%	41	
\$15,000 to \$19,999	25	15.2%	20	
\$20,000 to \$24,999	1	0.6%	56	
\$25,000 to \$29,999	8	4.8%	23	
\$30,000 to \$34,999	6	3.6%	12	
\$35,000 to \$39,999	17	10.3%	17	
\$40,000 to \$44,999	0	0.0%	0	
\$45,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	13	7.9%	28	
\$60,000 to \$74,999	0	0.0%	0	
\$75,000 to \$99,999	10	6.1%	21	
\$100,000 to \$124,999	11	6.7%	22	
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	3	1.8%	12	
\$200,000 or more	3	1.8%	12	
Median Household Income for HHr 45-64	\$17,641		N/A	
Average Household Income for HHr 45-64	N/A		N/A	
<b>HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME</b>				
Total	23	100.0%	16	
Less than \$10,000	4	17.4%	9	
\$10,000 to \$14,999	1	4.3%	11	
\$15,000 to \$19,999	0	0.0%	0	
\$20,000 to \$24,999	2	8.7%	14	
\$25,000 to \$29,999	9	39.1%	11	
\$30,000 to \$34,999	3	13.0%	14	
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$44,999	0	0.0%	0	
\$45,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	0	0.0%	0	
\$60,000 to \$74,999	0	0.0%	0	
\$75,000 to \$99,999	0	0.0%	0	
\$100,000 to \$124,999	1	4.3%	10	
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	2	8.7%	9	
Median Household Income for HHr 65+	\$26,591		N/A	
Average Household Income for HHr 65+	N/A		N/A	

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: high medium low

December 06, 2014





## ACS Population Summary

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

	2008 - 2012 ACS Estimate	Percent	MOE(±)	Reliability
<b>HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS</b>				
Total	1,124	100.0%	70	
With public assistance income	9	0.8%	20	
No public assistance income	1,115	99.2%	70	
<b>HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS</b>				
Total	1,124	100.0%	70	
With Food Stamps/SNAP	117	10.4%	60	
With No Food Stamps/SNAP	1,007	89.6%	69	
<b>HOUSEHOLDS BY DISABILITY STATUS</b>				
Total	1,124	100.0%	70	
With 1+ Persons w/Disability	110	9.8%	49	
With No Person w/Disability	1,014	90.2%	80	

**Data Note:** N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2012, adjusted for inflation.

**2008-2012 ACS Estimate:** The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2008-2012 ACS estimates, five-year period data collected monthly from January 1, 2008 through December 31, 2012. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

**Margin of error (MOE):** The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

**Reliability:** These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Reliability: high medium low

December 06, 2014



# Business Summary

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

## Data for all businesses in area

Total Businesses:	672
Total Employees:	7,076
Total Residential Population:	3,110
Employee/Residential Population Ratio:	2.28:1

by SIC Codes			Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	3	0.4%	10	0.1%
Construction	10	1.5%	51	0.7%
Manufacturing	17	2.5%	176	2.5%
Transportation	11	1.6%	258	3.6%
Communication	8	1.2%	133	1.9%
Utility	2	0.3%	55	0.8%
Wholesale Trade	18	2.7%	114	1.6%
Retail Trade Summary	138	20.5%	1,498	21.2%
Home Improvement	0	0.0%	3	0.0%
General Merchandise Stores	2	0.3%	7	0.1%
Food Stores	11	1.6%	259	3.7%
Auto Dealers, Gas Stations, Auto Aftermarket	5	0.7%	34	0.5%
Apparel & Accessory Stores	9	1.3%	42	0.6%
Furniture & Home Furnishings	12	1.8%	59	0.8%
Eating & Drinking Places	62	9.2%	928	13.1%
Miscellaneous Retail	38	5.7%	167	2.4%
Finance, Insurance, Real Estate Summary	90	13.4%	555	7.8%
Banks, Savings & Lending Institutions	12	1.8%	98	1.4%
Securities Brokers	5	0.7%	64	0.9%
Insurance Carriers & Agents	15	2.2%	71	1.0%
Real Estate, Holding, Other Investment Offices	58	8.6%	322	4.6%
Services Summary	281	41.8%	2,005	28.3%
Hotels & Lodging	6	0.9%	68	1.0%
Automotive Services	2	0.3%	18	0.3%
Motion Pictures & Amusements	14	2.1%	87	1.2%
Health Services	28	4.2%	189	2.7%
Legal Services	36	5.4%	161	2.3%
Education Institutions & Libraries	11	1.6%	309	4.4%
Other Services	185	27.5%	1,173	16.6%
Government	28	4.2%	2,219	31.4%
Unclassified Establishments	66	9.8%	2	0.0%
Totals	672	100.0%	7,076	100.0%

Source: Copyright 2014 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2014.

December 06, 2014



## Business Summary

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	7	0.1%
Mining	0	0.0%	0	0.0%
Utilities	2	0.3%	55	0.8%
Construction	12	1.8%	57	0.8%
Manufacturing	14	2.1%	118	1.7%
Wholesale Trade	18	2.7%	113	1.6%
Retail Trade	75	11.2%	565	8.0%
Motor Vehicle & Parts Dealers	5	0.7%	34	0.5%
Furniture & Home Furnishings Stores	3	0.4%	22	0.3%
Electronics & Appliance Stores	8	1.2%	30	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	3	0.0%
Food & Beverage Stores	12	1.8%	260	3.7%
Health & Personal Care Stores	2	0.3%	3	0.0%
Gasoline Stations	0	0.0%	0	0.0%
Clothing & Clothing Accessories Stores	16	2.4%	76	1.1%
Sport Goods, Hobby, Book, & Music Stores	11	1.6%	58	0.8%
General Merchandise Stores	2	0.3%	7	0.1%
Miscellaneous Store Retailers	18	2.7%	72	1.0%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	6	0.9%	231	3.3%
Information	20	3.0%	355	5.0%
Finance & Insurance	37	5.5%	258	3.6%
Central Bank/Credit Intermediation & Related Activities	12	1.8%	98	1.4%
Securities, Commodity Contracts & Other Financial	9	1.3%	72	1.0%
Insurance Carriers & Related Activities; Funds, Trusts &	17	2.5%	88	1.2%
Real Estate, Rental & Leasing	47	7.0%	290	4.1%
Professional, Scientific & Tech Services	103	15.3%	641	9.1%
Legal Services	38	5.7%	166	2.3%
Management of Companies & Enterprises	3	0.4%	6	0.1%
Administrative & Support & Waste Management & Remediation	37	5.5%	171	2.4%
Educational Services	12	1.8%	177	2.5%
Health Care & Social Assistance	53	7.9%	303	4.3%
Arts, Entertainment & Recreation	15	2.2%	87	1.2%
Accommodation & Food Services	66	9.8%	994	14.0%
Accommodation	5	0.7%	66	0.9%
Food Services & Drinking Places	62	9.2%	928	13.1%
Other Services (except Public Administration)	58	8.6%	387	5.5%
Automotive Repair & Maintenance	2	0.3%	18	0.3%
Public Administration	28	4.2%	2,261	32.0%
Unclassified Establishments	66	9.8%	2	0.0%
Total	672	100.0%	7,076	100.0%

Source: Copyright 2014 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2014.

December 06, 2014



## Community Profile

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

### Population Summary

2000 Total Population	1,612
2010 Total Population	2,909
2014 Total Population	3,110
2014 Group Quarters	266
2019 Total Population	3,351
2014-2019 Annual Rate	1.50%

### Household Summary

2000 Households	819
2000 Average Household Size	1.76
2010 Households	1,295
2010 Average Household Size	2.03
2014 Households	1,368
2014 Average Household Size	2.08
2019 Households	1,469
2019 Average Household Size	2.10
2014-2019 Annual Rate	1.43%
2010 Families	131
2010 Average Family Size	2.44
2014 Families	133
2014 Average Family Size	2.47
2019 Families	137
2019 Average Family Size	2.50
2014-2019 Annual Rate	0.59%

### Housing Unit Summary

2000 Housing Units	883
Owner Occupied Housing Units	11.6%
Renter Occupied Housing Units	81.2%
Vacant Housing Units	7.2%
2010 Housing Units	1,347
Owner Occupied Housing Units	7.6%
Renter Occupied Housing Units	88.5%
Vacant Housing Units	3.9%
2014 Housing Units	1,432
Owner Occupied Housing Units	7.0%
Renter Occupied Housing Units	88.5%
Vacant Housing Units	4.5%
2019 Housing Units	1,542
Owner Occupied Housing Units	6.6%
Renter Occupied Housing Units	88.7%
Vacant Housing Units	4.7%

### Median Household Income

2014	\$16,071
2019	\$16,835

### Median Home Value

2014	\$123,438
2019	\$167,969

### Per Capita Income

2014	\$12,645
2019	\$14,741

### Median Age

2010	23.4
2014	23.3
2019	23.4

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

December 06, 2014



## Community Profile

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

### 2014 Households by Income

Household Income Base	1,368
<\$15,000	47.0%
\$15,000 - \$24,999	18.6%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	10.3%
\$50,000 - \$74,999	8.0%
\$75,000 - \$99,999	2.0%
\$100,000 - \$149,999	2.9%
\$150,000 - \$199,999	1.1%
\$200,000+	0.6%

Average Household Income \$27,682

### 2019 Households by Income

Household Income Base	1,469
<\$15,000	46.3%
\$15,000 - \$24,999	14.7%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	10.8%
\$50,000 - \$74,999	9.0%
\$75,000 - \$99,999	3.1%
\$100,000 - \$149,999	4.0%
\$150,000 - \$199,999	1.9%
\$200,000+	0.9%

Average Household Income \$32,325

### 2014 Owner Occupied Housing Units by Value

Total	100
<\$50,000	11.0%
\$50,000 - \$99,999	24.0%
\$100,000 - \$149,999	32.0%
\$150,000 - \$199,999	18.0%
\$200,000 - \$249,999	7.0%
\$250,000 - \$299,999	3.0%
\$300,000 - \$399,999	3.0%
\$400,000 - \$499,999	1.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	1.0%

Average Home Value \$143,750

### 2019 Owner Occupied Housing Units by Value

Total	102
<\$50,000	6.9%
\$50,000 - \$99,999	11.8%
\$100,000 - \$149,999	20.6%
\$150,000 - \$199,999	31.4%
\$200,000 - \$249,999	13.7%
\$250,000 - \$299,999	5.9%
\$300,000 - \$399,999	6.9%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	2.0%

Average Home Value \$193,689

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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## Community Profile

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

### 2010 Population by Age

Total	2,907
0 - 4	1.4%
5 - 9	0.8%
10 - 14	0.7%
15 - 24	66.4%
25 - 34	17.1%
35 - 44	5.3%
45 - 54	3.8%
55 - 64	2.7%
65 - 74	1.1%
75 - 84	0.4%
85 +	0.3%
18 +	96.8%

### 2014 Population by Age

Total	3,108
0 - 4	1.3%
5 - 9	0.8%
10 - 14	0.6%
15 - 24	67.8%
25 - 34	16.6%
35 - 44	4.9%
45 - 54	3.4%
55 - 64	2.7%
65 - 74	1.2%
75 - 84	0.4%
85 +	0.3%
18 +	97.0%

### 2019 Population by Age

Total	3,351
0 - 4	1.4%
5 - 9	0.7%
10 - 14	0.6%
15 - 24	65.7%
25 - 34	17.9%
35 - 44	5.1%
45 - 54	3.3%
55 - 64	3.0%
65 - 74	1.5%
75 - 84	0.5%
85 +	0.4%
18 +	96.9%

### 2010 Population by Sex

Males	1,665
Females	1,244

### 2014 Population by Sex

Males	1,782
Females	1,328

### 2019 Population by Sex

Males	1,916
Females	1,435

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

December 06, 2014



## Community Profile

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

### 2010 Population by Race/Ethnicity

Total	2,908
White Alone	88.7%
Black Alone	3.5%
American Indian Alone	0.2%
Asian Alone	4.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.6%
Two or More Races	2.2%
Hispanic Origin	3.0%
Diversity Index	25.7

### 2014 Population by Race/Ethnicity

Total	3,110
White Alone	87.1%
Black Alone	3.8%
American Indian Alone	0.2%
Asian Alone	5.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.6%
Two or More Races	2.3%
Hispanic Origin	3.4%
Diversity Index	28.6

### 2019 Population by Race/Ethnicity

Total	3,351
White Alone	85.2%
Black Alone	4.1%
American Indian Alone	0.2%
Asian Alone	7.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.7%
Two or More Races	2.5%
Hispanic Origin	4.0%
Diversity Index	32.3

### 2010 Population by Relationship and Household Type

Total	2,909
In Households	90.5%
In Family Households	11.9%
Householder	4.4%
Spouse	2.4%
Child	3.0%
Other relative	1.3%
Nonrelative	0.9%
In Nonfamily Households	78.6%
In Group Quarters	9.5%
Institutionalized Population	6.7%
Noninstitutionalized Population	2.7%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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## Community Profile

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

### 2014 Population 25+ by Educational Attainment

Total	920
Less than 9th Grade	1.1%
9th - 12th Grade, No Diploma	8.4%
High School Graduate	13.7%
GED/Alternative Credential	4.8%
Some College, No Degree	17.8%
Associate Degree	4.8%
Bachelor's Degree	25.2%
Graduate/Professional Degree	24.2%

### 2014 Population 15+ by Marital Status

Total	3,027
Never Married	79.3%
Married	12.1%
Widowed	1.2%
Divorced	7.5%

### 2014 Civilian Population 16+ in Labor Force

Civilian Employed	89.2%
Civilian Unemployed	10.8%

### 2014 Employed Population 16+ by Industry

Total	1,055
Agriculture/Mining	0.3%
Construction	2.1%
Manufacturing	2.9%
Wholesale Trade	0.2%
Retail Trade	10.3%
Transportation/Utilities	1.7%
Information	3.2%
Finance/Insurance/Real Estate	3.4%
Services	73.9%
Public Administration	2.0%

### 2014 Employed Population 16+ by Occupation

Total	1,056
White Collar	60.1%
Management/Business/Financial	11.5%
Professional	23.0%
Sales	12.5%
Administrative Support	13.1%
Services	30.5%
Blue Collar	9.5%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	2.6%
Installation/Maintenance/Repair	0.9%
Production	3.4%
Transportation/Material Moving	2.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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## Community Profile

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

### 2010 Households by Type

Total	1,296
Households with 1 Person	43.7%
Households with 2+ People	56.3%
Family Households	10.1%
Husband-wife Families	5.6%
With Related Children	0.9%
Other Family (No Spouse Present)	4.6%
Other Family with Male Householder	2.5%
With Related Children	1.0%
Other Family with Female Householder	2.1%
With Related Children	1.1%
Nonfamily Households	46.2%
All Households with Children	3.1%

Multigenerational Households	0.4%
Unmarried Partner Households	5.3%
Male-female	4.9%
Same-sex	0.4%

### 2010 Households by Size

Total	1,295
1 Person Household	43.7%
2 Person Household	30.7%
3 Person Household	11.9%
4 Person Household	9.5%
5 Person Household	3.1%
6 Person Household	0.4%
7 + Person Household	0.7%

### 2010 Households by Tenure and Mortgage Status

Total	1,295
Owner Occupied	8.0%
Owned with a Mortgage/Loan	5.7%
Owned Free and Clear	2.2%
Renter Occupied	92.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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## Demographic and Income Profile

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

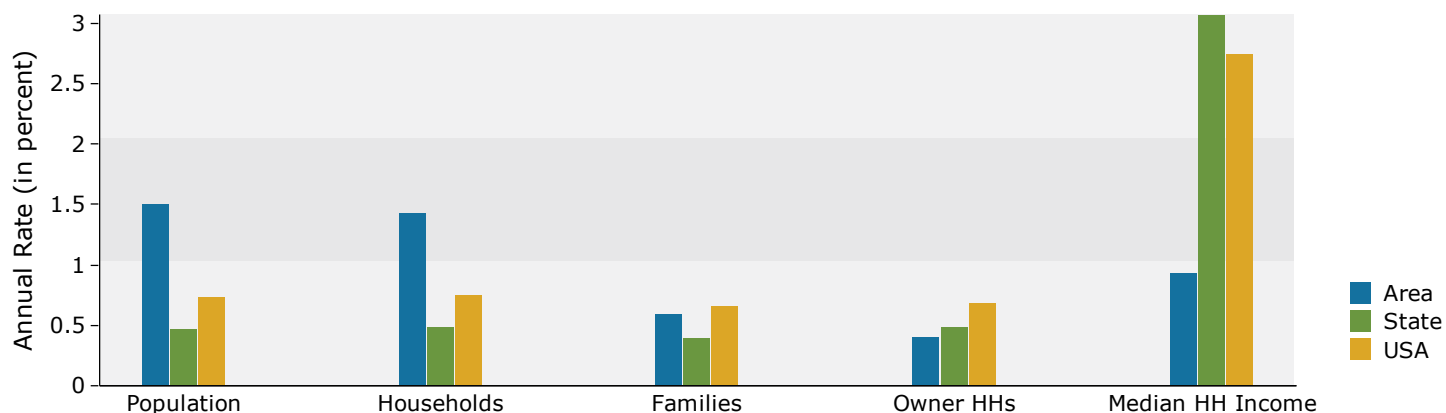
Summary	Census 2010	2014	2019				
Population	2,909	3,110	3,351				
Households	1,295	1,368	1,469				
Families	131	133	137				
Average Household Size	2.03	2.08	2.10				
Owner Occupied Housing Units	103	100	102				
Renter Occupied Housing Units	1,192	1,268	1,367				
Median Age	23.4	23.3	23.4				
Trends: 2014 - 2019 Annual Rate	Area	State	National				
Population	1.50%	0.47%	0.73%				
Households	1.43%	0.49%	0.75%				
Families	0.59%	0.39%	0.66%				
Owner HHs	0.40%	0.49%	0.69%				
Median Household Income	0.93%	3.07%	2.74%				
Households by Income	2014		2019				
	Number	Percent	Number	Percent			
	<\$15,000	643	47.0%	680	46.3%		
	\$15,000 - \$24,999	254	18.6%	216	14.7%		
	\$25,000 - \$34,999	131	9.6%	138	9.4%		
	\$35,000 - \$49,999	141	10.3%	159	10.8%		
	\$50,000 - \$74,999	109	8.0%	132	9.0%		
	\$75,000 - \$99,999	28	2.0%	45	3.1%		
	\$100,000 - \$149,999	39	2.9%	59	4.0%		
	\$150,000 - \$199,999	15	1.1%	28	1.9%		
	\$200,000+	8	0.6%	13	0.9%		
Median Household Income	\$16,071		\$16,835				
Average Household Income	\$27,682		\$32,325				
Per Capita Income	\$12,645		\$14,741				
Population by Age	Census 2010		2014		2019		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	41	1.4%	41	1.3%	46	1.4%
	5 - 9	24	0.8%	24	0.8%	25	0.7%
	10 - 14	19	0.7%	18	0.6%	21	0.6%
	15 - 19	202	6.9%	205	6.6%	247	7.4%
	20 - 24	1,729	59.4%	1,902	61.2%	1,955	58.3%
	25 - 34	497	17.1%	515	16.6%	599	17.9%
	35 - 44	154	5.3%	151	4.9%	171	5.1%
	45 - 54	111	3.8%	107	3.4%	110	3.3%
	55 - 64	79	2.7%	85	2.7%	99	3.0%
	65 - 74	31	1.1%	37	1.2%	50	1.5%
	75 - 84	13	0.4%	13	0.4%	16	0.5%
	85+	10	0.3%	10	0.3%	12	0.4%
	Race and Ethnicity	Census 2010		2014		2019	
Number		Percent	Number	Percent	Number	Percent	
White Alone		2,578	88.7%	2,710	87.1%	2,856	85.2%
Black Alone		103	3.5%	119	3.8%	139	4.1%
American Indian Alone		6	0.2%	7	0.2%	7	0.2%
Asian Alone		137	4.7%	180	5.8%	241	7.2%
Pacific Islander Alone		2	0.1%	2	0.1%	2	0.1%
Some Other Race Alone		17	0.6%	19	0.6%	22	0.7%
Two or More Races		65	2.2%	73	2.3%	84	2.5%
Hispanic Origin (Any Race)		87	3.0%	105	3.4%	132	3.9%

**Data Note:** Income is expressed in current dollars.

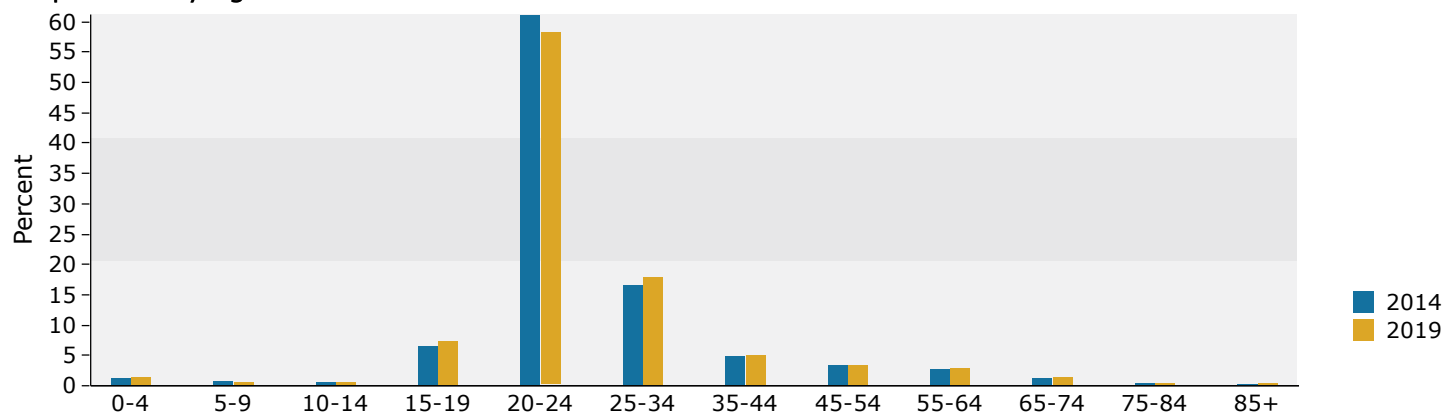
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

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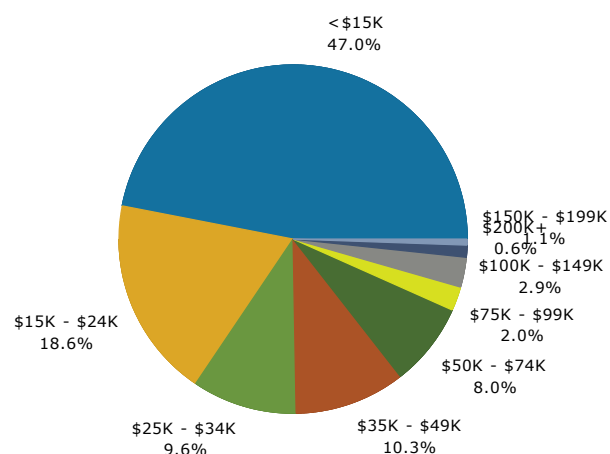
## Trends 2014-2019



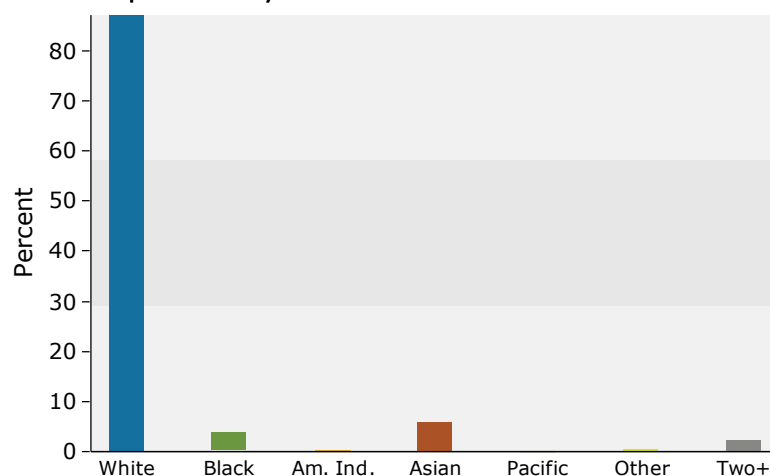
## Population by Age



## 2014 Household Income



## 2014 Population by Race



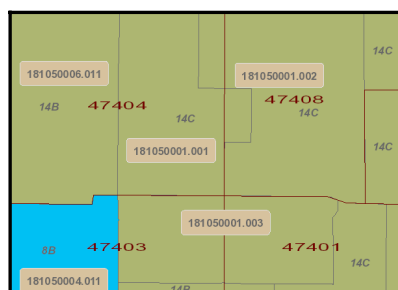
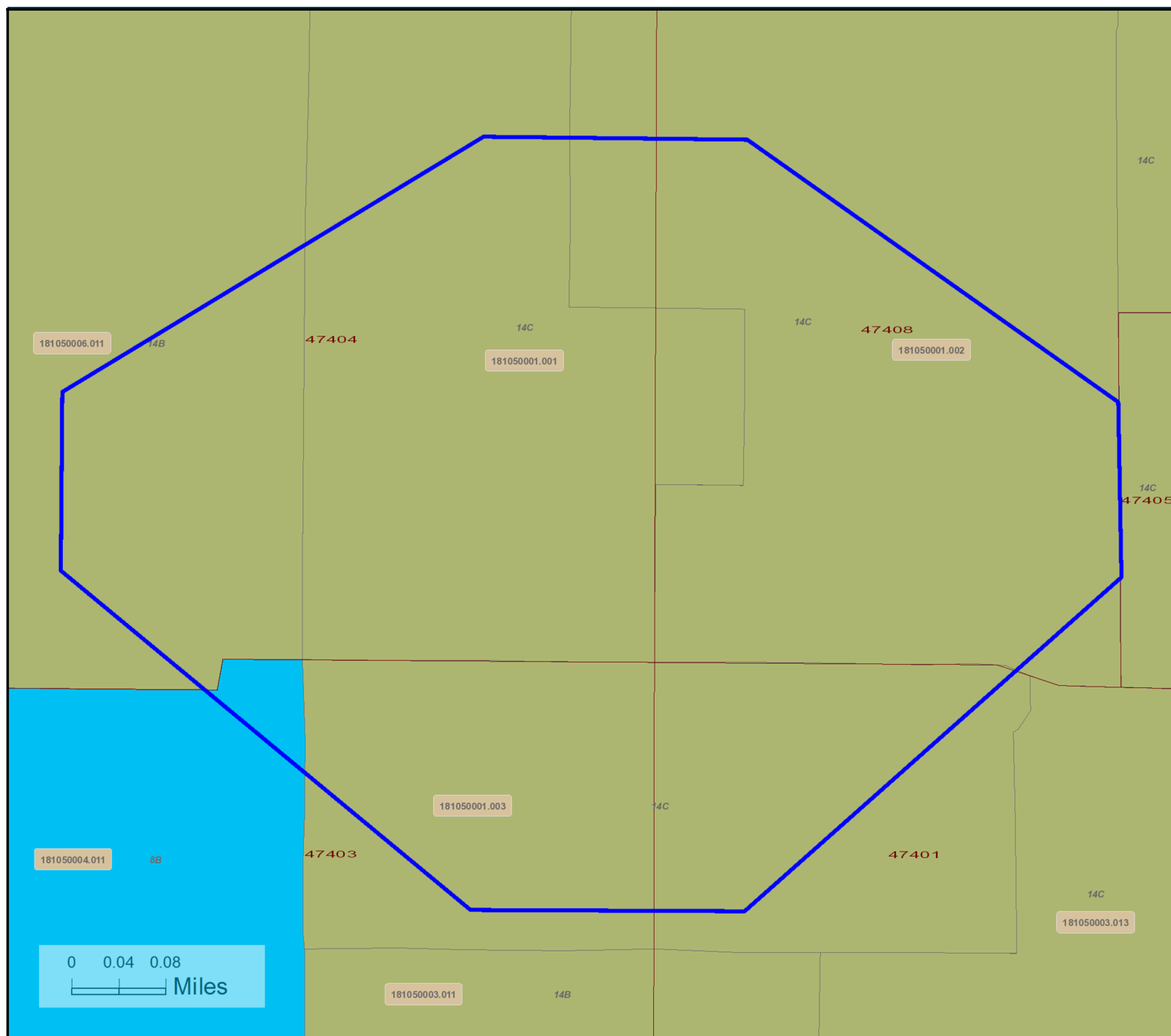
2014 Percent Hispanic Origin: 3.4%



## Dominant Tapestry Map

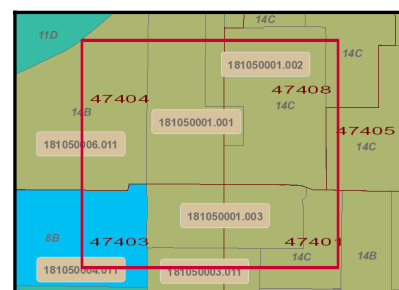
Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN



### Tapestry LifeMode

- |   |   |
|---|---|
| <span style="color: orange;">■</span> L1: Affluent Estates      | <span style="color: cyan;">■</span> L8: Middle Ground           |
| <span style="color: green;">■</span> L2: Upscale Avenues        | <span style="color: red;">■</span> L9: Senior Styles            |
| <span style="color: lightblue;">■</span> L3: Uptown Individuals | <span style="color: tan;">■</span> L10: Rustic Outposts         |
| <span style="color: pink;">■</span> L4: Family Landscapes       | <span style="color: teal;">■</span> L11: Midtown Singles        |
| <span style="color: yellow;">■</span> L5: GenXurban             | <span style="color: orange;">■</span> L12: Hometown             |
| <span style="color: darkgreen;">■</span> L6: Cozy Country       | <span style="color: purple;">■</span> L13: Next Wave            |
| <span style="color: grey;">■</span> L7: Ethnic Enclaves         | <span style="color: olive;">■</span> L14: Scholars and Patriots |



Source: Esri

December 06, 2014



## Dominant Tapestry Map

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN

### Tapestry Segmentation

Tapestry Segmentation represents the fifth generation of market segmentation systems that began 30 years ago. The 67-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

<a href="#">Segment 1A (Top Tier)</a>	<a href="#">Segment 8C (Bright Young Professionals)</a>
<a href="#">Segment 1B (Professional Pride)</a>	<a href="#">Segment 8D (Downtown Melting Pot)</a>
<a href="#">Segment 1C (Boomburbs)</a>	<a href="#">Segment 8E (Front Porches)</a>
<a href="#">Segment 1D (Savvy Suburbanites)</a>	<a href="#">Segment 8F (Old and Newcomers)</a>
<a href="#">Segment 1E (Exurbanites)</a>	<a href="#">Segment 8G (Hardscrabble Road)</a>
<a href="#">Segment 2A (Urban Chic)</a>	<a href="#">Segment 9A (Silver &amp; Gold)</a>
<a href="#">Segment 2B (Pleasantville)</a>	<a href="#">Segment 9B (Golden Years)</a>
<a href="#">Segment 2C (Pacific Heights)</a>	<a href="#">Segment 9C (The Elders)</a>
<a href="#">Segment 2D (Enterprising Professionals)</a>	<a href="#">Segment 9D (Senior Escapes)</a>
<a href="#">Segment 3A (Laptops and Lattes)</a>	<a href="#">Segment 9E (Retirement Communities)</a>
<a href="#">Segment 3B (Metro Renters)</a>	<a href="#">Segment 9F (Social Security Set)</a>
<a href="#">Segment 3C (Trendsetters)</a>	<a href="#">Segment 10A (Southern Satellites)</a>
<a href="#">Segment 4A (Soccer Moms)</a>	<a href="#">Segment 10B (Rooted Rural)</a>
<a href="#">Segment 4B (Home Improvement)</a>	<a href="#">Segment 10C (Diners &amp; Miners)</a>
<a href="#">Segment 4C (Middleburg)</a>	<a href="#">Segment 10D (Down the Road)</a>
<a href="#">Segment 5A (Comfortable Empty Nesters)</a>	<a href="#">Segment 10E (Rural Bypasses)</a>
<a href="#">Segment 5B (In Style)</a>	<a href="#">Segment 11A (City Strivers)</a>
<a href="#">Segment 5C (Parks and Rec)</a>	<a href="#">Segment 11B (Young and Restless)</a>
<a href="#">Segment 5D (Rustbelt Traditions)</a>	<a href="#">Segment 11C (Metro Fusion)</a>
<a href="#">Segment 5E (Midlife Constants)</a>	<a href="#">Segment 11D (Set to Impress)</a>
<a href="#">Segment 6A (Green Acres)</a>	<a href="#">Segment 11E (City Commons)</a>
<a href="#">Segment 6B (Salt of the Earth)</a>	<a href="#">Segment 12A (Family Foundations)</a>
<a href="#">Segment 6C (The Great Outdoors)</a>	<a href="#">Segment 12B (Traditional Living)</a>
<a href="#">Segment 6D (Prairie Living)</a>	<a href="#">Segment 12C (Small Town Simplicity)</a>
<a href="#">Segment 6E (Rural Resort Dwellers)</a>	<a href="#">Segment 12D (Modest Income Homes)</a>
<a href="#">Segment 6F (Heartland Communities)</a>	<a href="#">Segment 13A (International Marketplace)</a>
<a href="#">Segment 7A (Up and Coming Families)</a>	<a href="#">Segment 13B (Las Casas)</a>
<a href="#">Segment 7B (Urban Villages)</a>	<a href="#">Segment 13C (NeWest Residents)</a>
<a href="#">Segment 7C (American Dreamers)</a>	<a href="#">Segment 13D (Fresh Ambitions)</a>
<a href="#">Segment 7D (Barrios Urbanos)</a>	<a href="#">Segment 13E (High Rise Renters)</a>
<a href="#">Segment 7E (Valley Growers)</a>	<a href="#">Segment 14A (Military Proximity)</a>
<a href="#">Segment 7F (Southwestern Families)</a>	<a href="#">Segment 14B (College Towns)</a>
<a href="#">Segment 8A (City Lights)</a>	<a href="#">Segment 14C (Dorms to Diplomas)</a>
<a href="#">Segment 8B (Emerald City)</a>	<a href="#">Segment 15 (Unclassified)</a>

Source: Esri

December 06, 2014

Prepared by Esri



## Executive Summary

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

### Population

2000 Population	1,612
2010 Population	2,909
2014 Population	3,110
2019 Population	3,351
2000-2010 Annual Rate	6.08%
2010-2014 Annual Rate	1.58%
2014-2019 Annual Rate	1.50%
2014 Male Population	57.3%
2014 Female Population	42.7%
2014 Median Age	23.3

In the identified area, the current year population is 3,110. In 2010, the Census count in the area was 2,909. The rate of change since 2010 was 1.58% annually. The five-year projection for the population in the area is 3,351 representing a change of 1.50% annually from 2014 to 2019. Currently, the population is 57.3% male and 42.7% female.

### Median Age

The median age in this area is 23.3, compared to U.S. median age of 37.7.

### Race and Ethnicity

2014 White Alone	87.1%
2014 Black Alone	3.8%
2014 American Indian/Alaska Native Alone	0.2%
2014 Asian Alone	5.8%
2014 Pacific Islander Alone	0.1%
2014 Other Race	0.6%
2014 Two or More Races	2.3%
2014 Hispanic Origin (Any Race)	3.4%

Persons of Hispanic origin represent 3.4% of the population in the identified area compared to 17.5% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 28.6 in the identified area, compared to 62.6 for the U.S. as a whole.

### Households

2000 Households	819
2010 Households	1,295
2014 Total Households	1,368
2019 Total Households	1,469
2000-2010 Annual Rate	4.69%
2010-2014 Annual Rate	1.30%
2014-2019 Annual Rate	1.43%
2014 Average Household Size	2.08

The household count in this area has changed from 1,295 in 2010 to 1,368 in the current year, a change of 1.30% annually. The five-year projection of households is 1,469, a change of 1.43% annually from the current year total. Average household size is currently 2.08, compared to 2.03 in the year 2010. The number of families in the current year is 133 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

December 06, 2014



## Executive Summary

Bloomington Entertainment & Arts District  
Area: 0.35 square miles

BEAD - Bloomington, IN  
Latitude: 39.16623642  
Longitude: -86.5344771

### Median Household Income

2014 Median Household Income	\$16,071
2019 Median Household Income	\$16,835
2014-2019 Annual Rate	0.93%

### Average Household Income

2014 Average Household Income	\$27,682
2019 Average Household Income	\$32,325
2014-2019 Annual Rate	3.15%

### Per Capita Income

2014 Per Capita Income	\$12,645
2019 Per Capita Income	\$14,741
2014-2019 Annual Rate	3.11%

### Households by Income

Current median household income is \$16,071 in the area, compared to \$52,076 for all U.S. households. Median household income is projected to be \$16,835 in five years, compared to \$59,599 for all U.S. households

Current average household income is \$27,682 in this area, compared to \$72,809 for all U.S. households. Average household income is projected to be \$32,325 in five years, compared to \$83,937 for all U.S. households

Current per capita income is \$12,645 in the area, compared to the U.S. per capita income of \$27,871. The per capita income is projected to be \$14,741 in five years, compared to \$32,168 for all U.S. households

### Housing

2000 Total Housing Units	883
2000 Owner Occupied Housing Units	102
2000 Renter Occupied Housing Units	717
2000 Vacant Housing Units	64
2010 Total Housing Units	1,347
2010 Owner Occupied Housing Units	103
2010 Renter Occupied Housing Units	1,192
2010 Vacant Housing Units	52
2014 Total Housing Units	1,432
2014 Owner Occupied Housing Units	100
2014 Renter Occupied Housing Units	1,268
2014 Vacant Housing Units	64
2019 Total Housing Units	1,542
2019 Owner Occupied Housing Units	102
2019 Renter Occupied Housing Units	1,367
2019 Vacant Housing Units	73

Currently, 7.0% of the 1,432 housing units in the area are owner occupied; 88.5%, renter occupied; and 4.5% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.6% are vacant. In 2010, there were 1,347 housing units in the area - 7.6% owner occupied, 88.5% renter occupied, and 3.9% vacant. The annual rate of change in housing units since 2010 is 2.76%. Median home value in the area is \$123,438, compared to a median home value of \$190,791 for the U.S. In five years, median value is projected to change by 6.35% annually to \$167,969.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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